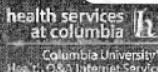


Exhibit E



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Ideal caloric intake?

Originally Published: February 24, 1995

Alice, What is the ideal calorie intake per day? -- Confused by the news

Dear Confused by the news,

Such a simple question, but Alice would be a millionaire if she had the answer. First, what is ideal? The amount of calories needed to maintain each individual's weight appropriate for optimal health, or the amount a person needs to maintain an unnaturally thin weight that meets society's ideals, or the amount an athlete needs to perform their best. The ideal caloric intake is different for everyone.

Caloric needs depend on age, gender, height, present weight, body frame, physical activities and hormones. An intake between 1200 and 1400 calories per day is considered a low intake. This calorie level is just able to meet what are called basal metabolic needs, or the calorie needs to keep the heart beating and all the internal organs working. Calorie levels below 1200 should be avoided, because they may decrease metabolism, are usually hard to follow for any length of time. They may promote binge eating due to the feeling of deprivation, and are usually deficient in one or more nutrients. Some liquid diets call for fewer than 1200 calories, however their long-term effectiveness is controversial, and they should only be followed under the supervision of a physician.

The Daily Values (DVs) used on the new food labels base their nutrient intake on a 2000 calorie per day diet. This was a result of many long meetings with nutrition experts who concluded that 2000 calories was the average amount needed by American adults. Therefore, short, thin females who are not active, will have caloric needs below 2000. For those who are "average" size and get moderate activity, caloric needs to maintain weight should be about 1600-2400 per day.

Instead of worrying about a number of calories, try listening to your own internal needs. Focus on maintaining a balanced diet that includes a strong base in whole plant foods (fruit, vegetables and grains) and eat a moderate amount of fat. Also don't go overboard on eating food just because it is fat-free (i.e. a whole box of SnackWell cookies). Although fat calories are most easily converted to fat in the body, all calories from fat, carbohydrate and protein count! Finally, don't forget food should bring some pleasure to life and serves many needs other than energy functions. If you would like to explore your individual caloric needs, or have other nutrition questions, you can make an appointment with the nutritionist by calling 4-2284.

Alice

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